

## UNIVERSITY MISSOURIAN.

An Evening Daily by the Students in the School of Journalism at the University of Missouri.

HARRY D. GUY - Managing Editor.

University Missouri Association (Inc.)

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## CALIFORNIA TRAVEL.

California appropriately has been called the "Coast of Enchanted Summer." The American traveler can find a wonderful variety of scenery in a trip from the southern to the northern border of that state. Switzerland has its mountains but California has its forests, sands, foothills, seacoast and mountain views as beautiful as can be found anywhere in the world.

There are distinctive places and features in California. San Diego has its Coronado, Los Angeles its Venice, Fresno its vineyards, Monterey its seventeen-mile drive, Santa Cruz its fishermen and San Francisco its Bohemian life. The northern part of the state has its big trees and its lakes. It is the land of perpetual summer where January is not much different from June.

That even confetti may have its practical uses was demonstrated last week when a Kansas farmer mixed it with his kafir corn in order to trap a thief.

## THE NEW FARMER.

There was a time in this country when all the capital a young man needed to engage in agriculture was a few hundred dollars in cash and a small plot of ground. The young man of today, however, needs something more in his equipment. He must have a thorough knowledge of his business. Farming has become a science, the effective application of which requires brain as well as muscle.

Though the need of scientific training for agriculture was recognized at an early time, the agricultural college is a product of the half century just past. The agricultural college had its inception back in 1823 when Gardner Lyceum was opened in Maine, though the work attempted in this school was only a crude foundation for the thoroughly practical training now given by the agricultural colleges of the country. In 1911 there were seventy-seven agricultural colleges in the country representing almost every state and graduating each year hundreds of young men to enter the many branches of scientific agriculture.

The amazing development of agriculture which has been one of the remarkable achievements of the past century came about in a most natural way. As the cities grew and the millions increased there came the need for more and more farm products to supply the increasing demand. Farming had to be carried out on a more intensive scale as the available farm land grew less plentiful each year. Soon it was discovered that by merely adding a certain kind of chemical property to the soil as it was used up or by careful cultivation and breeding it was possible to increase the number of bushels of corn to the acre and even to increase the number of grains to the ear.

The results of these and similar achievements have been to open up a new field of industry and to develop a new type of farmers. Today it is the man with the book as well as the hoe who is the successful farmer.

## FOR A COUNTRY HIGH SCHOOL.

Money Raised by Farmers in a Johnson County Township.

The farmers of Jackson township, Johnson County, living twelve miles from a railroad, are to build a country high school. The money has been subscribed and the school will begin next fall. Each pupil will pay a tuition fee of \$30 toward the running expenses of the school.

This community already has a fair association and lecture course paid under a cooperative plan.

## FARMERS AND THE PRESS

## Circulation Value in News That Appeals to a Class Representing Two-Fifths of the Nation's Wealth.

"It is not Wall street that governs the editorial policies of newspapers these days," said Uncle Jim as he threw down a copy of the Weekly Binghamton Bugle, which he had picked up from among the many other exchanges that come each week to our office.

"The Tammany tiger has been struck by editors' brickbats too many times and has had his tail twisted by newspaper opinion too often for his general well being. It's not the moneyed interests or political gangsters but—" He lowered his voice almost to a whisper as he saw a man with sunburned face step up to the counter to pay a subscription. "It's the farmers. Men like that fellow up there now, who drive a rusty mule hitched to a plow around stumps and gulches on a hillside; and the other kind too—automobile farmers, they call them—who in the country have all the conveniences of the city and in addition fresh air, fresh eggs and genuine country butter. They're the fellows that tell you editors what to say and what not to say."

"What is your evidence?" I asked, wishing to know the basis of this accusation before attempting any defense of myself and my profession, should I decide to make any at all. For generally we paid little attention to what Uncle Jim had to say—only enough to show our appreciation of his life-time subscription to the Daily News. His answer was quick:

"A few figures from census reports and the action and opinions of editors themselves. That for example." He handed me the paper he had just thrown down.

## Farm News and Advertising.

The Binghamton Bugle is an 8-page weekly published in a town of 863 inhabitants and with a circulation of 3,000. Seventy per cent of its readers are farmers and almost 50 per cent of the advertising it carries is from farmers. Consequently several columns are devoted each issue to special farm news. On one page of the issue Uncle Jim had been reading a column of farm and stock notes, telling of how many chickens Mrs. Jones had taken off during the past week, what Bill Smith got for his prize span of mules, and how much milk Ike Ingels' Jersey was giving "at the present writing." Just opposite this column of stock news were three full columns of strictly farm advertising, and the only editorial in the editorial column related to the value of farm property in the county.

This helped to explain how Uncle Jim had formed his opinion. Still I wasn't satisfied. I began to wonder if there wasn't more truth in the old village philosopher's statement than he really knew about. I pulled down from a shelf in the corner of the office a copy of the latest census reports and a newspaper annual and began my hunt for statistics—the very last thing that a newspaper man wants to do which so often is necessary. My search enlightened me to this extent:

Three-fourths of the newspapers published in the United States are weeklies with their largest circulations among the farmers. There are 16,000 of them. I contrasted this number with 2,459 dailies, which circulate largely in the city but which also have many subscribers in the country. In Illinois, leading agricultural state, there are more than 1,000 newspapers which have their largest circulation among farmers. The same is true in New York state. Missouri has 742 weekly newspapers.

## Value of Farm Property.

Farm property in the United States is valued at \$40,991,449,096, equal to one-fourth of the annual bank clearings of the nation. Farms in the United States produce annually \$8,417,000,000. The entire wealth of the United States is estimated at \$107,104,211,917. Two-fifths of that wealth is in the hands of the farmers.

I closed my investigation with this conclusion: More than 16,000 of the 22,637 newspapers published in the United States have their largest number of readers among farmers, who represent two-fifths of the wealth of the nation.

The next day I went to Perkins' Springs to attend the annual meeting of the State Press Association. There were six editors of daily newspapers at that meeting. The rest were editors of weeklies in towns ranging in population from 500 to 3,000. All depended largely upon the farmers for their circulation and "What More Can We Do to Interest the Farmer" was the main subject of discussion throughout the convention.

One speaker, in so many words, said that every editor should be a trained agricultural man either from the practical or the scientific stand-

point, in order that he might give intelligent information on matters of interest to farmers and that he might obtain news from farmers by intelligent inquiry.

He said also that the editor should know how to make the current news interesting to the country dweller. Even out in mountainous Montana, the sheep and cattle men are familiar with current events, know much about the political situation, know the batting averages of the leading players in the major baseball leagues. Consequently the newspaper must edit most of its general news for persons in the country, he said.

He also argued that every paper which went to the farmer should be very careful of the stand it took on certain national problems. The farmer has very definite opinions, which must be reckoned with.

I wanted to get that fellow off to one side and ask him if we really were to let the farmers dictate the editorial policies of our newspapers. But I never found the chance.

## From an Agricultural Edition.

"The first means of salvation for the country town is better farming," said the editor of a farm paper who had been invited to make an address. "This can be encouraged by the people of the town and especially by the newspapers. The town and country must rise and fall together to a certain extent; but while it is not possible for the town to rise higher than surrounding country, it is possible for it to fall lower, for the reason that the farming people are not entirely dependent on the country town." He meant, of course, that the country town is dependent upon the farmer.

A country editor told me that his paper started with a circulation of 240 and now it has more than 3,000, due to the printing of a farm and stock department and the boosting of a farmers' fair, a farmers' elevator and a farmers' fire insurance company, which happened to turn out all right.

"It's all in how you handle the farmer," he said to me confidentially. "Never dictate to him but feel around him a long time before you take any definite action."

I wished that Uncle Jim had been with me at that meeting. He would have kept the whole audience amused by his continued "Eh-eh, I told you so."

I went back determined that I would write an editorial on "The Farmer's Influence Upon the Press." But I didn't get to it. A few minutes after I had resumed my work of giving out assignments, the proprietor of the paper came in. He is seldom seen in the office.

"Be a little careful how you treat that tariff question, Joe," he said. "The farmers are raising the devil over that last editorial. Josh Barton quit today. He's been taking for fifty years."

I know he wondered at the funny look I gave him. But I couldn't help it. F. R.

## HOME MAKERS' REPORT ISSUED

First Copies Are Sent to Miss Stanley in Belgium.

A number of the first copies of the report of the Missouri Home Makers' Conference, held in Columbia Farmers' Week, were sent to Miss Louise Stanley, head of the home economics department, who will be in Ghent, Belgium, attending a meeting of European women farmers and home makers.

The bulletin contains a report of the speeches and denominations held during the conference. Miss Amy Louise Daniels of the home economics department in a chart shows the proper food for a 2, 8 and 14-year-old child. The value of the different kinds of food is given.

The pictures of the winners of the babies' health contest are printed in connection with an account of the rules used in scoring the contestants. The work of the women in the short course in dressmaking is explained and some pictures of dresses made are shown.

There are articles also on gardening, sanitation and poultry raising. Copies of the bulletin may be obtained on application to the secretary of the State Board of Agriculture.

We handle the famous Jefferson City bread and receive it fresh every day. All we ask is for you to try one loaf. Phone 229. Baker, Shafer and Scott. (adv)

## University Depositories.

Notice is hereby given that sealed proposals will be received by the undersigned from any banking corporation, association, trust company or individual banker in the City of Columbia or County of Boone that may desire to be selected as a depository of the moneys and funds of the University of Missouri for the two years beginning July 1, 1913. Such proposals must be submitted on or before noon of Saturday, June 14, 1913, and must state the rate of interest that such banking corporation, asso-

ciation, trust company or individual banker offers to pay on the average daily balances which may be held by such depository. Each bid must be accompanied by a certified check for \$1,000.00 as a guaranty of good faith on the part of the bidder that if its

bid is accepted it will enter into such bond as may be required by the Board.

The right is reserved to reject any and all bids offered.

(adv.) J. G. BABE, Secretary of the University.

## Your Purchase Slips

Those who wish to receive their share of the profits in cash should turn in their purchase slips now. No portion of profits will apply on those turned in after June 5.

To turn these slips in, they should be placed in a sealed envelope with the persons name and home address on the outside. After June 5, profits will be divided according to the amounts shown on purchase slips turned in. Cash will be paid next September.

No slips handed in for profits can be withdrawn. And again, none will be received, to apply on profits, after June 5.

CO-OP

**Saturday, May 31**  
Mat. 4:00 P. M., Univ. Aud.  
**OTHELLO**  
Eve. 8:15, Columns  
**HENRY V**

**MON. JUNE 2**  
8:15. Columns,  
**IPHIGENIA**

**TICKETS**  
Series-3 Plays-\$2.00, \$1.50  
Single Tickets, \$1.00, 75c.  
SEATS NOW ON SALE  
MISSOURI STORE AND ALLEN'S

**COBURN PLAYERS**

## Classified Want Ads.

The cost of Missourian want ads is but a half cent a word a day. They bring greater results in proportion to cost than any other form of advertising. Phone your wants to 55.

**BOARD AND ROOM**  
WANTED TO RENT—A five or six room house, close to University. Address H. D. Kearby, Savannah, Mo. (d6t)

TO RENT—Unfurnished rooms, \$4; furnished rooms, \$7. 505 Conley, phone 448 white. (tf)

FOR RENT—Furnished house during summer months; modern; within three blocks of University. Phone 1104 green or address "B" University Missourian. (tf)

FOR RENT—Large modern well-located house of 13 rooms. Good location for sorority or fraternity. Call or address J. C. Schwabe, North Eighth Street, City. (tf)

WANTED—For next year by assistant and graduate student (woman) large or moderate sized room, with board if possible, in private family, preferably faculty home. Address "X," Missourian. (d3t)

WANTED—Students for private lessons in bookkeeping and typewriting. Terms reasonable. Call at No. 314 Exchange Bank Bldg. (d20)

WANTED—For University women attending Summer School, positions such as the following: Clerical work, tutoring, typewriting, care of children, sewing, mending, general house work, etc. Call Y. W. C. A. desk at once. Phone 780.

**MISCELLANEOUS**  
LOST—Friday night, a gold necklace with five amethysts and one pearl. Finder return to this office and receive reward. (d3t)

PIANO, PIANO PLAYERS—The greatest line of high grade Pianos in Central Missouri. It costs you nothing to look. Taylor's Music House, South Ninth street. (d6t)

PIANOS—Now is your time for a bargain at Taylor's on 9th street. Call and see and be convinced (d6t)

FURNITURE—Party will be in Columbia to purchase used bedroom furniture June 5. Possession not needed until September. Address 807½ East Twelfth, Kansas City, Mo.

DANCING lessons given privately. 505 Conley. 448 white. (d24)

LOST—A dark blue serge jacket at Rollins Springs, last Tuesday evening. Finder please return to 116 College avenue. (d3t)

**FOR SALE**  
FOR SALE—Modern 10-room house, sleeping porch, high basement with granitoid floor, large yard with barn, etc. Excellent location opposite State Farm residence. Terms very reasonable. 811 College avenue. Phone 898 red. (t2)

FOR SALE—One Flemish oak dining table, one sewing machine and other household goods, all in excellent condition. 202 Thilly avenue. Phone 772 red. (d3t)

FO SALE—Six room cottage; barn; smoke house; chicken house; good garden; also fruit; paved street. 1401 Windsor. S. S. Keith, phone 458.

FOR SALE—Furniture, including table, book shelves, bed, sanitary cot, child's bed, rockers. Glass fruit jar. 1615 Cauthorn (East Anthony), phone 506 red. (2t)

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